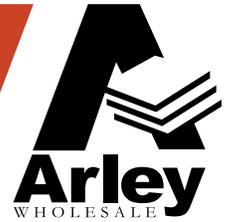


ARLEY REPORT



WHAT'S TRENDING?

with **Scott Levy**

Tiles, Technology and Tariffs

AT ARLEY, we put great effort into providing materials that meet, even anticipate... and many times exceed design expectations. We always want to help our dealer/partners get ahead of the trends. So, we do this by looking, listening and keeping our finger on the pulse of the tile industry. We are just getting back from our annual pilgrimage to Cersaie in Bologna, Italy, and I must say, what a difference a year makes!

As we walked up and down the catacombs of mammoth booths, we were struck by seeing that manufacturers were starting to move away from the rectangular planks and moving back to square formats. (I guess you could say "it's getting hip to be square" again.) There were still plenty of materials in large format, but the "planks" are definitely getting wider.

Designs are getting more sophisticated, as trends continue to move towards the natural stone

look... but now, with even higher quality materials. Impressive engineering has presented us with tiles being pressed to emboss textures and fissures almost exactly like the real thing... some right to the edge, so that you can't even distinguish tile from stone.

Our team noticed many product lines being offered in multi-textures and multi-sizes, which were suitable for both indoors and outdoors, and for floors and walls, giving designers ultimate flexibility in their creations.

Earth tones are again emerging as a top trend. Colder, grayer colors are starting to fade out, and neutral colors in various shades of beige, clays and caramels have begun to make their way onto the scene.

There is no question: Better quality materials plus advanced technologies equal first class products coming to North America.

And speaking of materials making their way across the pond... taxes

and tariffs, duties and fees are on the mind of everyone in our industry. These are affecting manufacturers, dealers, distributors, importers, industry associations and of course, the American consumer. The latest round of tariffs announced by the U.S. Government includes a myriad of flooring products including vinyl, wood (engineered and solid), bamboo, cork, carpet (tufted and woven), stone and ceramic tile (both glazed and unglazed). We at Arley Wholesale have been 100% laser-focused to do whatever we can to help our clientele, when it comes to these inevitable changes. We are working with our overseas manufacturers to figure out ways to lower costs; negotiating as much as possible to bring competitive pricing to our dealers.

Have a great autumn,
Scott Levy



"There is no question: Better quality materials plus advanced technologies equal first class products coming to North America."

— Scott Levy, President, Arley Wholesale, Inc.

TILE TALK

with Chelsie Butler

The backsplash is a great way to add some color, texture and overall pizzazz to a neutral-hued kitchen. Depending on your client's preference, you could take the safe route with a ceramic or porcelain subway tile, or you could think outside the box with glass or concrete.

My boyfriend and I do not even have a backsplash, but we do have a white kitchen that needs a pop. He is a little less daring than I am – always worried about “resale” value – but because a backsplash can be changed out more often than some other larger elements in a kitchen, I would love to take a risk.

Recycled glass is eco-friendly, and the color combinations are endless. The chevron pattern is definitely making a comeback, and herringbone is always a favorite. Three-dimensional printing techniques raise the bar even further, allowing any material to emulate another – like wood – or to appear as if the tile is textured.

Whatever our choice, I would love to do something more creative than using a standard grout. Changing up the color so that it is less noticeable – or so that it stands out – is one choice, but sometimes a backsplash looks best with no grout at all.

About KBB

Kitchen & Bath Business (KBB) is committed to guiding professionals in selling the value of their expertise and services in an industry inundated with do-it-yourselfers. KBB is the kitchen and bath professional's essential resource for the knowledge and skills needed to effectively collaborate with the entire project team – including the consumer. With various design trends and remarkable product innovations, KBB readers are armed with the tools to build their professions and successfully run their businesses.



Chelsie Butler has been an editor for various trade magazines in the Atlanta area since she graduated from the University of Florida with a journalism degree in 1993. Titles relevant to her position with Kitchen & Bath Business have included Atlanta Home Improvement, Commercial Construction, Hospitality Construction and Commercial Kitchens magazines, as well as Design:Retail, another title owned by K&BB's parent company, Emerald Expositions. Besides her career, another of Chelsie's passions is volunteering at local animal rescue shelters, a passion she has been involved with for seven years.

Arley Archives

This vintage picture features our own Arlene Gevanthor showcasing the 'latest ceramic collection' circa 1988.



Supplier Statement: ARDEX America and Arley Wholesale

The 2018 Arley Tile & Stone Exposition was also the first time ARDEX America was introduced to Arley's client base. After a few years of connecting at industry events... Arley and ARDEX made their partnership official. This took place following full discussions on how quickly the industry is progressing and the need not only for technologically advanced products, but for recognizing the importance of product knowledge and the need for continued education from both a selling and successful installation perspective.

"We are super excited about our new partnership with Arley, and are very fortunate to have partnered with a company that understands the value of true customer service," stated Dan Costanza, Business Development Manager, ARDEX Tile & Stone Installation Systems. "Rarely do they say 'no,' instead they are

willing to invest the time and effort into learning the details and coming up with solutions that keep the ball moving. Whether it's a few bags of grout or an opening order for a new dealer, Arley's emphasis on customer service is never compromised."

Like Arley, ARDEX is also family-owned company. "Striving for "Excellence in all that we do" and believe that all our employees and partners should operate within a spirit of fairness, transparency and responsible business practices at all times," Costanza stated. "With more than 2700 employees in over 50 countries, it's increasingly important to hold true to our values and partner with companies like Arley that have/support similar principles."

"One of our first initiatives partnering with Arley, was to stage a series of Academy training events at each Arley facility", continued Costanza.

"The ARDEX Americas Academy, and technical training seminars are a part of our global commitment... and have been for over 40 years."

Arley is a stocking distributor of ARDEX Tile & Stone Installation Systems. Most recently, highlighting the ARDEX X 77™ MICROTEC® Fiber Reinforced Tile and Stone Mortar. This is a high-performance, microfiber-reinforced, polymer-modified mortar formulated especially for large format tile installations.



Tile & Stone Pro Desk

On September 13th, Arley Wholesale celebrated the grand opening of the "Arley Tile & Stone Pro Desk" at its Scranton, Pennsylvania headquarters. This was done in total Arley fashion with great, free food, interactive product demonstrations... and, well over \$6950 in prizes awarded. These were just a few of the evening's highlights, as Arley showcased its new Pro Desk to our loyal customers.

"We really wanted to up the ante when customers visited," stated Scott Levy, president of Arley Wholesale "We refer to it as 'the newest enhancement to your Arley Experience', a fully functional pro desk! Our customers now have the ability to place orders, view our tool/installation product offerings and pick up their orders all in one area! Simply enter the new door in our bay area and you will be met by our dedicated Arley Pro Desk Representative!"

Supplier Statement: Natucer, SPA and Jose Cantavella

Natucer was quite excited to become one of Arley's supplier partners just this past year. "We debuted a unique product collection at Cersaie 2017... and, the folks at Arley said 'We'll take it!'" stated Jose Cantavella, Export Manager at Natucer, SPA. "Our products are very unique in that they look handmade – freshly fired in the kiln. That was something that Arley really wanted to bring to its customers... uniqueness."

Arley offered a sneak peek of Qualis Ceramica Colors this past summer at the annual Arley Classic. It was a major hit. With blended and solid colors in 4x4, 8x24 sizes and a full array of trims and colors, we brought these white-bodied ceramic tiles to the forefront of Arley's continuing state-of-the-art Qualis Ceramica Collections.

Natucer's company philosophy is based firstly, on "tendency creation"

in terms of ceramic design; and secondly, based on the wide range of special and complementary pieces, which can be difficult to produce using the current pressing technique in today's ceramics field. This state-of-the-art design focus in ceramic decoration allows end-users to customize their own ceramic ambiances.

QUALIS CERAMICA COLOURS

NATUCER
CERÁMICA NATURAL

